195. The composition of claim **194**, wherein the CendR element does not include KDKK (SEQ ID NO:251), KFKK (SEQ ID NO:252), KKKK (SEQ ID NO:253), KVIR (SEQ ID NO:260), KVRK (SEQ ID NO:261), RLAK (SEQ ID NO:262), or RLIK (SEQ ID NO:263).

196. The composition of claim **98**, wherein the CendR element has the sequence KPPR (amino acids 2-5 of SEQ ID NO:98), KPRR (amino acids 5-8 of SEQ ID NO:95), KRTR (SEQ ID NO: 100), RARR (amino acids 6-9 of SEQ ID NO:232), REKR (amino acids 6-9 of SEQ ID NO:233), RGDK (amino acids 2-5 of SEQ ID NO:34), RHKR (amino acids 7-10 of SEQ ID NO:231), RKKR (amino acids 4-7 of SEQ ID NO:9), RPAR (amino acids 4-7 of SEQ ID NO:2), RPPR (amino acids 2-5 of SEQ ID NO: 106), RQSR (amino acids 6-9 of SEQ ID NO:237), RRRR (amino acids 5-8 of SEQ ID NO:236), RSKR (amino acids 6-9 of SEQ ID NO:238), RSRR (amino acids 6-9 of SEQ ID NO:235), or RTRR (amino acids 6-9 of SEQ ID NO:230).

197. The composition of claim **98**, wherein the protein or peptide has a length of up to 50 residues.

198. The composition of claim **98**, wherein the CendR element is at the C-terminal end of the conjugate wherein the C-terminal carboxyl group of the CendR element is exposed.

199. A method of enhancing internalization, penetration, or both of a co-composition into or through a cell, tissue, or both, the method comprising:

administering to a subject (a) a CendR composition and (b) a co-composition,

wherein the CendR composition and the co-composition are not covalently coupled or non-covalently associated with each other

wherein the CendR composition comprises a CendR element, wherein the CendR element comprises the sequence $X_1X_2X_3X_4$, wherein X_1 is selected from the group consisting of R, K or H, wherein X_4 is selected from the group consisting of R, K, H, or KG, and wherein X_2 and X_3 can each be, independently, any amino acid,

wherein the co-composition does not comprise VEGF,

wherein the cell, tissue, or both is in the subject, whereby internalization, penetration, or both of the co-composition into or through the cell, tissue, or both is enhanced.

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